



DETTOL JOINS FORCES WITH CLEANEDUP HELPING SUPPORT SMALL BUSINESSES STAY HYGIENICALLY CLEAN WHEN THEY REOPEN

As the nation looks to the Government's new roadmap out of current lockdown restrictions, the UK's leading disinfectant brand¹ teams up with CleanedUp offering cleaning and hygiene solutions to small businesses across the country

1 March, 2021, London: Today, Dettol announces the launch of a new program to help businesses raise hygiene standards when they reopen in partnership with CleanedUp (a brand of theUp.co) who supply simple and easy to install sanitising solutions. The new partnership will offer businesses access to hygiene products, free hand sanitiser or wipe dispensers and enhanced cleaning training materials.

As the Coronavirus (SARS-CoV-2 virus) pandemic continues to affect UK businesses, a study found that **91% of consumers expect business owners to implement hygiene protection measures²** and **60% of consumers admit being extremely concerned about hygiene when out of home³**. It also affects shopping behaviour with **65% of consumers admitting spending less time in shops because they don't want to be there³**.

Dettol and CleanedUp's ambition is to help UK businesses with hygiene solutions when they reopen by giving them access to UK leading disinfectant brand's¹ products that will help reassure patrons that hygiene precautions are being taken by businesses to help protect people.

When businesses sign up to one of the Hygiene plans in the program, they will have access to **free** Dettol hand sanitiser or wipes dispensers⁵, and be able to buy Dettol hygiene kits containing a wide range of disinfection product solutions. With Dettol's science-based research and over 80 years of expertise, the products available on the CleanedUp online store are proven to **kill 99.9% of bacteria and Coronavirus (SARS-CoV-2 virus)⁴**.

As part of the program, businesses across the UK will also receive enhanced cleaning guidelines and Dettol branded marketing materials such as floor and door stickers to help give their customers confidence on the measures they are taking to stay hygienically clean, while helping reduce the spread of bacteria and Coronavirus (SARS-CoV-2 virus).

Jonathan Weiss, Commercial Director at Reckitt Benckiser Business Solutions Europe & ANZ, says; *"Businesses around the country will be planning on the best ways to reopen with a focus on ensuring a hygienically clean environment and encouraging good hand hygiene in the facilities. As a brand whose mission is to help break the chain of infection, Dettol wants to offer UK businesses access to hygiene solutions during this difficult time. The partnership marks up to £1million investment from Dettol over the next two years providing small and medium sized businesses access to free hand sanitiser and wipes dispensers and disinfectant products."*

The partnership with CleanedUp follows several initiatives announced by Dettol in the last 12 months, from the 161,000 care packages Dettol donated to NHS frontline workers in 2020 to partnerships with Asda to provide sanitisation stations to shoppers in 694 stores, and with TfL to provide hand sanitation units across the tube and rail network.

CleanedUp has worked with TfL, Network Rail, the NHS and some of the most famous brands from the travel, leisure and hospitality sectors seen in the UK today. The business works with established manufacturing facilities in the UK to ensure their products are built to last.

Hugo Tilmouth, CEO at CleanedUp (theUp.co), says; *"We are delighted to join forces with Dettol, such a well-known household name in the UK to create simple and easy to use sanitisation solutions - just what businesses need to help respond to consumer expectations. We have worked closely with Dettol to understand UK business needs and offer businesses Dettol product packs and dispensers for both hand sanitiser and antibacterial wipes. Our knowledge of hygiene solutions together with the chosen Dettol's products that have been tested and proven effective to kill 99.9% of bacteria and Coronavirus (SARS CoV-2 virus)⁴ are the perfect partnership to help with hygiene measures as business look forward to get back up and running in 2021."*

Dettol & CleanedUp have a joint commitment to enabling businesses to be equipped with the solutions needed to help reassure staff and consumers as we continue to navigate a world with Covid-19. To find out more about the program and gain access to the hygiene plans and free dispensers, businesses can visit the CleanedUp website <https://cleanedup.theup.co/>

ENDS



NB Please follow latest official guidelines: [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

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For more information on the Dettol brand, our products, their usage and information on SARS-CoV-2 virus please visit: <https://www.dettol.co.uk/>

For other information on RB, please visit: www.rb.com

For more information on CleanedUp, please visit: www.cleanedup.green or theUp.co

Notes to editors:

¹According to Nielsen MAT value share to 26.12.20

²Fleishman Hillard Survey, March 2020

³Remesh Worker's Survey, 2020

⁴ Use disinfectant safely. Always read the label and product information before use.

Based on RB's knowledge and published scientific evidence, RB is highly confident that its actives/formulated products will continue to be effective against mutated strains of the SARS- CoV-2 virus.

<https://www.rb.com/media/news/2020/may/first-published-scientific-data-confirms-that-leading-hygiene-products-are-99-9-effective-against-sars-cov-2-virus-covid-19/>.

5. See full terms and conditions of Sales available on : <https://cleanedup.theup.co/>

About Dettol

Dettol first started in hospitals 86 years ago as a medicine where it was used for cleaning and disinfecting surgical tools to protect mothers from illness after childbirth. Ever since then, Dettol Liquid has been trusted around the world as a reliable and effective medicine for cleaning wounds caused by cuts, bites, grazes, insect stings and for personal hygiene to help mums protect their families from harmful germs. Some home Dettol products are powerful enough to use for environmental germ-killing tasks. Use the products safely. Always read the label and product information before use. Whilst Dettol started by helping preventing infection and sickness in hospitals in the UK, the brand's mission was always much bigger, aiming to keep people sanitised as part of their every-day lives in the home. Every year, Dettol pledges to do more for families across the world - from going into schools to teach children the importance of handwashing to providing starter kits to new parents to help them care for their new-born baby's hygiene.

About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness, and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide.

For more information visit www.rb.com

**RB is the trading name of the Reckitt Benckiser group of companies*

About CleanedUp

CleanedUp is UK based company that provides a range of hand sanitising solutions that are simple and easy to install and use. With a focus on helping to limit the spread of the COVID-19 virus, CleanedUp has delivered over 55,000 sanitiser dispensers to companies including Transport for London, Network Rail, and the NHS. CleanedUp's 5L Hand Sanitiser Dispensers, which can be custom branded, enable a safer environment for staff and customers. Perfect for public areas such as retail, pubs, cafes and receptions, the pump needs refilling after 2500 uses. The sanitiser solution for the dispenser can be purchased in a one-off order or subscribe to receive monthly refills delivered straight to your door.

For more information visit www.cleanedup.green